

NUTRITION AND PHYSICAL ACTIVITY POLICY LEADERSHIP GROUP (NPA-PLG) MEETING RECORD

NOVEMBER 16, 2004 -- SEATAC, WASHINGTON

Next Meeting Date: Wednesday, December 15, 2004 at the SeaTac Hilton – current plan is to have a morning session from **10 am – noon** to discuss, hone and select the top NPA policy priority ideas for the 2005 sessions, and an afternoon session from **1-2pm** to begin developing a legislative strategy for the priorities identified in the morning.

The initial list of policy priorities generated at this meeting can be found in a separate document that was sent to the group's invitee list on 11/18/04.

DECISIONS

10/27 meeting

All attendees agreed they were interested and willing to continue working with this group through Phase 1 – the setting of NPA policy priorities. A decision on who participates in Phase 2 – the work to develop and implement strategies to promote the priorities will be made after the priorities are set.

All attendees agreed the initial focus of this group's work for 2005 will be on state policies.

All attendees expressed an interest in developing a long-term vision – and looking at policies beyond those established at the state level.

11/16 meeting

- **10/27 meeting record adopted:** The group adopted the 10/27 meeting record with one revision: In the record, the Nutrition and Physical Activity Policy Guide is referenced simply as the Nutrition Policy Guide
- **Group charter adopted:** The group adopted the draft charter outlining their purpose, membership, roles and responsibilities, etc.
- **Legislative staff should be invited:** The group agreed that legislative staff should be invited to the group's 12/15 meeting
- **One group – one web vote:** The group agreed that each organization will only fill out the on-line prioritization survey once. However, each organization is encouraged to gather feedback from their staff, membership, boards, etc. before completing the survey.
- **Balance between nutrition and physical activity:** The group agreed that there should be a balance between nutrition and physical activity as policy ideas are considered, especially over the long-term.
- **Acknowledge the difference between the policy areas developed for this process and those in the State's NPA plan:** The areas in the policy matrix that the group used to sort policy ideas were based on the objectives in the *Washington State Nutrition and Physical Activity Plan – Policy and Environmental Approaches* (Plan). One of the nutrition areas established for our process – “Individual and Community Education” is much broader than the objective in the Plan that is focused on increasing the proportion of mothers who

breastfeed. The Plan's objective was chosen because the scientific case for the benefits of breastfeeding is so strong.

OTHER INVITEES

The group identified other organizations they thought should be invited to join and participate:

Suggested on 10/27

- ✓ Department of Transportation
- ✓ State Parks and Recreation – *Marie Sullivan, CTED to contact Fred Romero, the legislative liaison from State Parks*
- ✓ AARP
- ✓ Anti-Hunger Coalition – *possibly Shelly Curtis who is also a part of the Children's Alliance could represent the coalition*
- ✓ Planners/Architects
- ✓ Some business interest - suggestions included: REI (Dennis Matson), Weyerhaeuser, Vulcan, Microsoft, Quadrant, Subway, Amgen – *Kristen Richmond will contact someone she knows at Amgen*
- ✓ Food Industry - *Vic will talk to Monica Dixon about their involvement*
- ✓ Farmers Market Association

Others to consider inviting to participate later in the process:

- ✓ School Nurses of Washington
- ✓ Washington Farm Bureau
- ✓ BIAW
- ✓ Advertising Industry – *suggested at 11/16 meeting*

Suggested at 11/16 meeting

- ✓ Vending/Restaurant Association - *David Bobanick will talk to them*
- ✓ REI – *Barbara Culp will talk to them*
- ✓ WA Tilth
- ✓ WA PTA
- ✓ WA Food Coalition
- ✓ WALWICA – Washington Association of Local WIC Agencies
- ✓ Anti-Hunger Advocates for Families and Farms
- ✓ WA School Nutrition Association
- ✓ Dairy Council
- ✓ K.C. Steps – Confederation of Tribes – Colville

LEGISLATIVE CHAMPIONS

The group identified the following “legislative champions” – legislators they believed could be helpful in moving forward the policy priorities set by the group:

- Rosa Franklin
- Jeannie Kohl Wells
- Lisa Brown
- Rodney Tom
- Shay Schual-Berke
- Joyce McDonald

NEXT STEPS

Set at 11/16 meeting

Next steps for sorting policy ideas:

PHASE 1: IDENTIFY NPA POLICY PRIORITIES

By 11/24 – All initial policy ideas are sent to Vic Colman at victor.colman@doh.wa.gov
(initial list of policy ideas was sent to group members on 11/18 to share with others)

Goal is to have 20-30 policy ideas

Between 12/1 and 12/10 – Web surveyed is deployed – organizations asked to select top priorities from initial list

Goal is to cull down the list to 8-12 policy ideas

12/15 – NPA-PLG meeting from 10am – noon to discuss the results of the web survey

Goal is select the highest priority ideas (2-5 ideas) for the 2005 legislative session

PHASE 2: ADVOCATE FOR POLICIES

Begins 12/15 – NPA-PLG members interested in participating in this phase meet from 1-2 pm to begin developing a legislative strategy to promote the group's policies priorities

OTHER NEXT STEPS

- Get the policy ideas out fast so folks can share them with others and get feedback before filling out the on-line survey
- Liz McNett Crowl and Kristen Richmond agreed to review a draft of the web survey before it's deployed

OTHER IDEAS FOR MOVING THIS WORK FORWARD

Generated at the 10/27 meeting

To find out what may already be in the works:

- ✓ Contact the National Conference of State Legislators to find out what might be in the works in other states related to NPA policies
- ✓ The Children's Alliance may have done a mapping project of what's going on in NPA and who's involved
- ✓ Talk to Committee Staff to find out what might be in the works for this session in Washington State.

Related to the Policy Guide:

- ✓ Add *better nutrition at food banks* to the guide when it's revised
- ✓ Add stakeholders to the policy matrix in the guide – who's impacted, who needs to be involved - this might help with our prioritization of policy options by helping us assess the magnitude of the impact of a particular approach

Ideas about strategies for promoting policy options

- ✓ Develop a communications system and process to stay in touch during session, i.e. arrange for regular gatherings of liaisons during session

- ✓ Develop criteria for assessing whether or not to support or oppose a particular piece of legislation that may be introduced by others. For example, if bill does “x, y and z”, we can get behind it as a group.
- ✓ Work to recognize and help resolve conflicts that might arise and possibly torpedo a particular piece of legislation or a policy initiative this group might support and do this as early in the process as possible.

WHAT’S ALREADY IN PLAY

STATE BOARD OF HEALTH

Is primarily a “rule-making” entity – but may introduce legislation. Related rules include updating the food code.

Focused on the integration of planning and public health

The Board works with other State agencies beyond DOH – including OSPI, DOE, CTED, etc. Particularly with OSPI, worked on a five year strategic plan for NPA in schools.

Worked is linked to POG – Priorities of Government initiative – primarily an internally driven effort set priorities for the work of government agencies

Related work includes children’s health committee which focuses on NPA in schools

Develops policy issues each biennium with standing committees

Opportunities/Role in this Work

Support the Committee on Children’s Health – is focused on NPA – holding local forums on Food, Fitness and our Kids – to support and encourage local action

- On the public health front, focus is on Physical Activity for Kids and Health Disparities
This group has the opportunity to influence policy development for the ’05-07 biennium
This group could help draft – influence content in the State Health Plan – the Plan has a chapter on NPA – this is a 2-year process – goes to the governor in 2006 and would be adopted for the ’07-09 biennium.

The Board could introduce legislation crafted with this group’s input

The Board could testify on legislation – pro or con- that this group is interested in

WASHINGTON STATE ASSOCIATION OF COUNTIES (WSAC) / ASSOCIATION OF LOCAL PUBLIC HEALTH OFFICIALS (WSALPHO)

Opportunities/Role in this Work

- These organizations bring public health policies ideas and options to counties, i.e. the statewide smoking ban which the counties now unanimously support.
- The WSAC have agreed to support legislation to improve access to and expand opportunities for nutrition education and physical activity – at this point not ready support regulations related to NPA
- Took position on NPA in education, allows staff to support efforts which may arise out of this effort
- Local Health Jurisdictions do not have a lot of resources for this work, but are very interested in being involved. In Snohomish County, the Health Department is going to become a health provider, and the Board of Health has developed a community process to look at NPA

WASHINGTON STATE HOSPITAL ASSOCIATION

- Includes both big and small hospitals
- In rural communities, it can represent the entire health care delivery system
- Deals with all policy issues affecting its membership
- Works with a wide variety of other coalitions including the Public Health Roundtable (example includes sustaining public health funding) and the Tobacco Leadership Council

Opportunities/Role in this Work

- Mission includes improving health status with a focus on prevention – interested in getting into work on NPA policy issues

Around issues of health status, decisions about where to focus are “internally” driven. Association is willing to help in a variety of ways – including advocating or opposing specific policy initiatives or legislation, and in doing outreach and education to its membership. Available resources and efficiency are a consideration in whether or not to support particular initiatives

UW – CENTER FOR PUBLIC HEALTH NUTRITION

Opportunities/Role in this Work

- Don’t shape policy, but can help gather and analyze data to demonstrate the need for policy change.
- Can help with evaluating the effectiveness of policies and practices
- Can host forums – brought together a forum on school food
- Can help get information out – worked with the State Board of Health to get info to local school districts
- Currently gathering data on school PE in King County
- Interested in creating a clearinghouse for school policy
- Studying noncompetitive foods in schools

CTED

Opportunities/Role in this Work

- One current focus is on changing the kinds of foods available at food banks.
- Is providing strong support for the Food Policy Council
- Will not play a leadership role on the policy front, but given their broad mission, they can play a supporting role in a wide variety of ways.
- Has quarterly meetings with food distributors, which may be a channel for this group to both gather and distribute information and ideas

AMERICAN CANCER SOCIETY

Current priority areas include:

- Tobacco control
- Lawsuits
- Health and Fitness

A State Board sets priorities that are usually linked to a set of nationally developed guidelines

Opportunities/Role in this Work

- Already a member of a variety of coalitions related to this work, willing to work actively to promote progress on these issues

- Interested in creating a more organized approach during legislative session. For example, agreeing on who can testify on what, and who could act as support in testifying on an issue

ROTARY FIRST HARVEST

- Work to provide produce to foods banks statewide by connecting growers to non-profits
- Focus is on improving access to healthy food and reducing hunger and food insecurity
- Major challenge is transportation
- One policy idea they'd like to see considered is modeled after Arizona legislation that allows growers to take tax breaks for the food they donate

WASHINGTON STATE PARKS

- Looking to integrate physical activity into their work – understand their role – their niche
- Strong interest in trail development – have a 10-year plan to build new parks and establish a statewide network for 300-500 miles of all kinds of trails – interested in seeing this coordinated at all levels – local, regional, statewide, cross-state
- Understand they can play an important role in addressing obesity by providing recreational opportunities, especially trails
- Operates 110 parks in Washington State
- Still searching for what is the niche market for state parks. Some ideas are hiking, biking, or water trails (such as the East-West Columbia River trail)

BICYCLE ALLIANCE

- Primary interest in safe routes to school – will ask for \$5 million in '05
- Working on “complete streets” initiative – one that requires all new street/road construction and major repair work to include facilities for bikes, walking, transit, etc.
- Priorities are to reduce hazards for bicycles and pedestrians and to increase funding for bicycle and pedestrian facilities and programs
- Priorities are set by a legislative committee that meets three times a year and a voting board

OFFICE OF SUPERINTENDENT OF PUBLIC INSTRUCTION – CHILD NUTRITION SERVICES

- Model nutrition and physical activity policy in place – becomes effective in January, 2005 and will be implemented in August, 2005
- Working to have WA selected as one of five states to provide funding to eliminate reduced priced meals (ERP). The goal is to increase participation in school breakfast and lunch programs. The target population is children within the 150-185% poverty level.
- Studies that show that a decrease in obesity is associated with increased participation in school meal programs

CHILDREN'S ALLIANCE

- Looking to become part of a collective voice around these issues and to improve coordination among the many groups that share similar goals
- How Children's Alliance determines legislative priorities is through surveying members and individuals

- Priorities include improving school nutrition, closing the “breakfast loophole” that exempts some districts from the requirement to provide school breakfast programs, and to ensure the WIC and Senior Farmers Market Nutrition Programs are not scaled back
- Gathers a great deal of input from a variety of interests in shaping its policy priorities

UNIFORM MEDICAL PLAN

- Looking for ways to foster good health behaviors in the work place by using Uniform’s status and leverage on employers (insures 135,000 individuals)
- Working on health promotion with a variety of partners – looking for ways to align “working well” policies with insurance, etc.
- On the policy front is coordinating with others – Medicaid, HCA, HSA, WA Hospital Association, King County Task Force, etc.
- Works with DSHS, DOH, and LNI in a supportive role

HEART ASSOCIATION

Opportunities/Role in this Work

Has 7 national priorities including Tobacco and Physical Education in Schools. Focus is now on educating on these policies – locally focused on PE and nutrition in schools
Involved in a variety of coalitions including Washington Coalition for Physical Activity, Action for Healthy Kids, the Breathe Coalition – others doing related work
Initiatives they’re planning together with others include giving pedometers to legislators and hosting a legislative reception on obesity on 2/17/05

TRANSPORTATION CHOICES

*(information was distributed about Transportation Choices at the meeting – contact **Rob Johnson** – rob@transportationchoices.org for copies)*

Current priorities include:

Safe Routes to School

Funding for local projects including Bikes/Transit/Sidewalks

Opportunities/Role in this Work

Has formed a diverse coalition

ID “statistics” – the data and information to make the case for change

Forming a foundation to push for new policies and funding

Looking to link funding sources through DOT to meet a larger set of goals. Would like DOT to spend money more creatively than in the past

Currently focus is on Puget Sound

Examining the link between urban sprawl and obesity

WASHINGTON STATE DEPARTMENT OF AGRICULTURE / FOOD POLICY COUNCIL

*(information about the Food Policy Council was distributed at the meeting – contact **Leslie Zenz** – lzenz@agr.wa.gov for copies)*

Opportunities/Role in this Work

Focus now is on food

Sees this group as a way for all of us to stay aware and on top of what's going on and to provide support to each other to achieve common goals

Working on projects that build the connection between local production and access to food – i.e. Farm to Cafeteria projects

Working with DOH staff on an executive order to create the Food Policy Council

COALITION FOR THE PROMOTION OF PHYSICAL ACTIVITY

Current priorities include:

- Increasing awareness of the benefits and costs physical activity
- Safe Routes to Schools
- Capacity building to support active living design

Opportunities/Role in this Work

- Recently completed study on the cost of inactivity in WA state, estimated at \$5.4 billion in 2003. The report is available on-line at:
http://www.doh.wa.gov/cfh/NutritionPA/publications/the_cost_of_inactivity.pdf
- Involved with the Active Living Leadership and Active Living by Design initiatives
<http://www.leadershipforactiveliving.org/index.htm>
<http://www.activelivingbydesign.org/>
- Engaged around these issues in a wide variety of ways and they work with a wide variety of groups and governmental agencies. See this an opportunity to link local and state policies – DOH, DOT, OSPI, Parks, PA coalitions, local governments, school districts, healthy aging, etc. – Focus needs to be more on policies going forward.
- Adopting a health aging initiative.
- Each July/August, goes through a priority setting process.

UW HEALTH POLICY RESEARCH CENTER

Current priorities include:

- Workplace based initiatives
- Insurance benefit workplace policy for healthier employees (particularly state employees)

Opportunities/Role in this work

- Increase workplace health of state employees
- Partnering with private business such as Group Health Cooperative, Weyerhaeuser, Nordstrom, Costco, Washington Mutual, and Nike
- An emerging Puget Sound Health Partnership, a public and private partnership to study health expenditures.

ATTENDEES LIST

Washington Department of Health

<http://www.doh.wa.gov/>

Vic Colman – victor.colman@doh.wa.gov - at 10/27 and 11/16 meetings
Sofia Aragon – sofia.aragon@doh.wa.gov - at 10/27 and 11/16 meetings

State Board of Health

<http://www.doh.wa.gov/SBOH/default.htm>

Craig McLaughlin – craig.mclaughlin@doh.wa.gov - at 10/27 and 11/16 meetings

Transportation Choices Coalition –

<http://www.transportationchoices.org/>

Rob Johnson – rob@transportationchoices.org - at 10/27 and 11/16 meetings

Action for Healthy Kids – American Cancer Society

<http://www.actionforhealthykids.org/index.htm>

<http://www.cancer.org/docroot/home/index.asp>

Michael O’Sullivan - michael.o'sullivan@cancer.org – at 10/27 meeting

Association of WA Counties – Association of Public Health Officials – Local Health Jurisdictions (LHJs)

<http://d30060429.purehost.com/wsac/>

<http://d30060429.purehost.com/wsalpho/>

Vickie Kirkpatrick - vkirkpatrick@wacounties.org - at 10/27 meeting

Ward Hines – Snohomish County Health Department

- whinds@shd.snohomish.wa.gov - at 11-16 meeting

Washington State Department of Agriculture and Food Policy Council

<http://agr.wa.gov/default.htm>

<http://agr.wa.gov/Marketing/SmallFarm/foodpolicycouncil.htm>

Leslie Zenz – lzenz@agr.wa.gov - at 10/27 meeting

UW – Center for Public Health Nutrition

<http://depts.washington.edu/uwcphn/>

Donna Johnson – djohn@u.washington.edu – at 10/27 meeting

Lynn Smith - smithly@u.washington.edu – at 11/16 meeting

Erica Lamson - elamson@u.washington.edu – at 10/27 and 11/16 meetings

WA State Hospital Association

<http://www.wsha.org/>

Brenda Suiter – brendas@wsa.org - at 10/27 meeting

WA Coalition for Promotion of Physical Activity

<http://www.beactive.org/about.html>

Liz McNett Crowl – Lcrowl@skagitvalleyhospital.org - at 10/27 and 11/16 meetings

American Heart Association, NW Chapter

<http://www.americanheart.org/presenter.jhtml?identifier=1200000>

Kristen Richmond – Kristen.richmond@heart.org - at 10/27 and 11/16 meetings

Community, Trade and Economic Development

<http://www.cted.wa.gov/DesktopDefault.aspx>

Marie Sullivan – maries@cted.wa.gov - *at 10/27 meeting*

Marijo Olson – marijoo@cted.wa.gov - *at 10/27 meeting*

- **Rotary First Harvest**

<http://www.firstharvest.org/default.asp>

David Bobanick - david@firstharvest.org – *at 11/16 meeting*

- **Office of Superintendent of Public Instruction (OSPI) – Child Nutrition Services**

<http://www.k12.wa.us/ChildNutrition/default.aspx>

George Sneller - gsneller@ospi.wednet.edu – *at 11/16 meeting*

- **Children’s Alliance**

<http://www.childrensalliance.org/>

Shelly Curtis - shelley@childrensalliance.org – *at 11/16 meeting*

- **Uniform Medical Plan/Health Policy Research Center**

<http://www.ump.hca.wa.gov/>

Mary Kay O’Neil - mone107@hca.wa.gov – *at 11/16 meeting*

- **Washington State Parks**

<http://www.parks.wa.gov/>

Jim French - jim.french@parks.wa.gov – *at 11/16 meeting*

Fred Romero - fred.romero@parks.wa.gov – *at 11/16 meeting*

- **Bicycle Alliance**

<http://www.bicyclealliance.org/>

Barbara Culp - barbc@bicyclealliance.org – *at 11/16 meeting*

- **UW Center for Health Promotion**

<http://depts.washington.edu/hprc>

Mark Doescher - mdoesche@u.washington.edu *at 11/16 meeting*